



University of
Massachusetts
Lowell

College Hockey Travels to Northern Ireland!

Be There LIVE for First-Ever College Hockey Game in Europe

UMass Lowell v. Northeastern in the 2009
Hockey East Championship Semi-Final Game

Overview of This Once in a Lifetime Event

Team Up with UMass Lowell to raise the funds needed to finalize the first college hockey game ever played in Europe. The goal is for the River Hawks to play Northeastern University in Belfast, Northern Ireland, on Saturday, October 8, 2011. This would be an *official regular-season Hockey East game and would impact Hockey East standings.*

The University of Massachusetts Lowell has competed in intercollegiate men's Ice Hockey since 1972 and in NCAA Division I (the highest level in the U.S.) since 1982. The River Hawks play in Hockey East, considered by most to be the finest college hockey conference in the nation.

UMass Lowell and Northeastern have developed a healthy rivalry over the years, having most recently competed in the 2009 Hockey East Tournament semi-final game at Boston's TD Bank Garden. The River Hawks came back from a 3-1 deficit to win 4-3 in overtime.

While the hockey game itself would be a main attraction, it would be just one of a broad array of activities designed to attract members of the entire University community. The game would be just one part of a comprehensive collaborative academic and sports conference that would also include a golf tournament, social gatherings, tours, and other alumni related events.

The UMass Lowell alumni office will offer several different travel packages so our alumni and friends can experience the best that Dublin and Belfast have to offer. The packages vary on length and location. In addition to tickets to this exciting ice hockey event, the packages will include various local activities, and a golf outing. For additional information visit XXX.



Why play ice hockey in Northern Ireland?

Belfast and ice hockey have a special relationship. In a city and society divided, both physically and philosophically, along sectarian lines it was important to find a way to bring these two groups together in the post-conflict era.

In the decades long effort to bridge the divide in Northern Ireland, popular sport has often been cited as a vehicle for cross-community reconciliation and growth. Ice Hockey, previously known as a participatory and spectator sport in Northern Ireland, was introduced in the 1990s with the visionary hope that it might provide such a cross-community activity. The Belfast Giants were thus born in 2000. The Giants play at the Odyssey Arena in Belfast against teams from Scotland and England. The UMass Lowell/Northeastern game would also be played at the Odyssey Arena.



“UMass Lowell is very proud of its Division I Ice Hockey Program. Belfast is very proud of its Belfast Giants. Ice hockey in Northern Ireland is often referred to as a cross community sport. We look to make it a transatlantic sport that brings our cities and our Universities together. We also anticipate that this will be so much more than a hockey game. We envision a weekend of sport, academic sharing, and fun for students, faculty, staff and alumni of all the schools involved, UMass Lowell, Northeastern, Queen's and University of Ulster.” – Dr. Frank Talty, co-director of the Center for Irish Partnerships.

What is UMass Lowell's Relationship with Ireland and Northern Ireland?

In 2009, the University of Massachusetts Lowell created a Center for Irish Partnerships, "to work with Irish partners to create a dynamic model for Cross-Atlantic collaboration that will promote and advance UMass Lowell's goals to enhance the student experience by providing a global perspective to teaching and research, while contributing to Irish interests through exchange and service."

Since its inception, the Center has worked to find ways to enhance the academic experience for UMass Lowell's students and faculty by hosting conferences, signing frameworks for institutional collaboration with Irish universities and providing opportunities for student and faculty exchanges.

The first intercollegiate hockey game in Europe would be part of comprehensive academic conference experience that will benefit faculty, students, alumni and friends of the University. In 2009, the Center for Irish Partnership and UMass Lowell hosted the first US/Ireland Emerging Technologies Conference. Building on the success of this event, we are co-sponsoring a second conference in 2011 that will take place both in Dublin and Belfast. This conference will focus on XXXX.

For more information on the Emerging Technologies Conference please contact:



Sponsorship Packages

\$25,000

River Hawk Circle of Distinction

- Recognition during the game at the Odyssey Arena in Belfast.
- Prominent recognition in the program booklets and signs.
- Admission for 10 people to the game and VIP reception prior to the game
- A complimentary foursome at the alumni & friends golf outing
- A special meeting with Coach MacDonald and the River Hawks team
- River Hawks hockey gear to wear at the game

\$10,000

Benefactor

- Recognition in the program booklet and signs
- Admission for 5 people to the game and a VIP reception prior to the game
- A special meeting with Coach MacDonald and the River Hawks team
- River hawks hockey gear to wear at the game
- A complimentary greens fee for two at the alumni & friends golf outing

\$5,000

Supporter

- Recognition in program booklet
- Game tickets for 5 people
- River Hawks hockey gear to wear at the game
- A special meeting with Coach MacDonald and River Hawks team
- A complimentary greens fee pass for the alumni & friends golf outing

\$2,500

Friend

- Recognition in program booklet
- Special meeting with Coach MacDonald and River Hawks team
- Game tickets for two
- River Hawks hockey gear to wear at game

\$1,000

Contributor

- Recognition in program booklet
- Single Game ticket for game
- River Hawks hockey gear to wear at game



**Proposal for USNI Sports involvement in 2011 Belfast Ice Hockey Classic**

USNI Sport working in partnership with Link2Ireland have been approached to undertake the organisation and logistics of a proposed US College Ice Hockey game to be played in Belfast's Odyssey Arena in October 2011.

Link2Ireland/USNI Sport Responsibilities:

- All ground handling requirements – Through our strategic business partners we can offer any travelling parties preferential hotel, transport and tour rates
- Meal bookings including venue selection
- All correspondence with the event venue
- Ticket sales and liaising with ticket office on sales updates
- All operational requirements before, during and after the event – We create a team of skilled people who can deal with all aspects of event management.
- Marketing the event through various outlets namely;
 1. Shopping Centre promotions
 2. Competitions on local radio
 3. Local radio advertising campaign
 4. Liaising with local media to promote event in various publications
 5. Working with strategic partners to maximise publicity
 6. Carry out a full promotional programme in schools, universities and youth groups



- Creating and distributing promotional materials.
- Organise additional tours/cultural activities for Alumni and other travelling parties with the team
- Create and supply a detailed itinerary on the event which identifies all points of contact for USNI Sport and Link2Ireland staff
- Identify and meet with potential sponsors for the event. These sponsors will be identified throughout our various contacts

USNI Sport together with Link2Ireland has successfully developed a strategic partnership where we can cater for large sports groups wishing to compete in Northern Ireland. Through our various outlets and contacts we are confident that we can deliver on all aspect of our client's trip.

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Lowell, MA 01854-3629

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SOARING WITH PRIDE

For additional information contact:

Athletic Director Dana Skinner at

Dana_Skinner@uml.edu

978-934-2310

Potential Sponsors for Hockey in Ireland/Emerging Technologies Conference

- Millipore Corporation
- Nypro Healthcare
- PTC
- Tesco Associates
- Raytheon
- EMC Corp.
- Boston Scientific Corp.
- Genzyme Corp.,
- Analog Devices Inc.

HeartSine:

The company was founded in 1997 for the purpose of developing a family of products focused on an emerging growth segment of the medical device marketplace: easy to use, affordable defibrillators for the home and public access markets. HeartSine established R & D activities in Northern Ireland and initiated a formal collaboration with the University of Ulster's Bioengineering Center (NIBEC) and its partner, the Royal Victoria Hospital (RVH), a local teaching and research hospital, to augment and enhance our in-house development activities. HeartSine's engineering team has focused on developing leading edge, innovative technology systems for defibrillators.

HeartSine's technology and innovation is based on a proven history of development in the field of cardiac defibrillation that began in the 1960s. (See History for further historical background). Our R&D is spearheaded by the best technology experts in the industry. Our Chief Technology Officer is Professor John Anderson who was pivotal in the groundbreaking work that created the world's first mobile coronary care unit. Professor Anderson has been miniaturizing defibrillators for four decades. He has been a cornerstone in developing HeartSine's state-of-the-art samaritan® PAD Public Access Defibrillator. Also steering our research is a leading authority in the field of clinical cardiac research, Dr. Jennifer Adgey.

Our core technologies include:

- Cardiac defibrillation, pacing and cardioversion
- SCOPE™ Biphasic waveform technology
- Arrhythmia detection
- Diagnostic algorithms
- Innovative sensor technology
- Defibrillator electrode technologies

HeartSine's focus is to design the best defibrillators possible to address the unique needs for the public access and consumer market.

Eastern Minerals Inc

37 Marginal Street
Chelsea, MA 02150-2701
Phone: 617 884-0027

Eastern Minerals Inc. is a private company categorized under Salts, Industrial and located in Chelsea, MA. Current estimates show the company has a annual revenue of \$500,000 to \$1 million and employs a staff of approximately 5 to 9.

ATG Headquarters

25 First Street
Cambridge, MA 02141

Art Technology Group is an IT company based in Cambridge, MA. 1991 ATG is cofounded by Jeet Singh and Joseph Chung, both graduates of MIT..

TotalMobile

24 Lyman Street
Westborough, MA 01581
Phone: 508 366 8063

TotalMobile is a Mobile Applications Platform designed specifically to help State, Local and Federal agencies and other organizations improve performance and control costs. TotalMobile is one of the few enterprise-wide mobile working systems that can be used by all departments in an organization. It helps organizations raise efficiency, encourage mutual working and increase compliance. It is available from a range of channel partners including AT&T, Motorola and Consilium.

TotalMobile Solutions Ltd is the owner of TotalMobile, the enterprise-wide mobile working system designed specifically for Government Agencies, Local Authorities and Housing Associations. TotalMobile enables these organizations to more effectively manage their frontline staff, thereby reducing costs and improving their performance. As well as being deployed organisation-wide, it can be used equally well by individual departments to reduce costs and deliver efficiency savings, improve customer service, strengthen compliance and reduce the organisation's carbon footprint. Thanks to TotalMobile's proven Enterprise Mobile Platform and our strong partner channel, TotalMobile has the fastest growing customer base of public sector organisations in the UK. The company has recently opened an office in Boston, MA to support its growing US partner channel and customer base in the USA, incorporating Federal and State and Local Government markets. TotalMobile aims to be the leading global provider of Mobility solutions to the Public sector market.

Potential Sponsors for Hockey in Ireland/Emerging Technologies Conference

- Millipore Corporation
- Nypro Healthcare
- PTC
- Tesco Associates
- Raytheon
- EMC Corp.
- Boston Scientific Corp.
- Genzyme Corp.,
- Analog Devices Inc.

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